

Company Research Guide

The following questions are types of research facts you should search for.

1. What is the company's mission statement or purpose? What do they value or believe in as an organization?
2. What are the company's major products and services?
3. What are the company's customers?
4. Who are the company's major competitors? How do they view the company?
5. How is the company viewed in the marketplace? Is it a profitable business or are they on the brink of bankruptcy?
6. Find out two of the company's recent success stories.
7. What are the company's potential problems?
8. Is the company publicly or privately owned? Is it independent or part of a larger organization?
9. What's the size of the company? Big? Small? Are they hiring? Have they recently laid people off?
10. What's the corporate culture (work environment) like? It is traditional or more relaxed?
11. Where is the company located?
12. What is the employee turnover rate? Do people work in teams or alone?
13. Why is the position open? Was it newly create? Why did the last person leave?
14. What are the duties and expectations with the job?
15. What are the company's goals?
16. Wat is the company's age?
17. What training programs are being offered?